

# Felicitas SEAH



## Principal Lecturer & Consultant, Digital Products & Platforms Practice

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### Profile

Felicitas teaches both the executive and professional development and post-graduate programmes at NUS-ISS in product, platform and project management helping learners and customers grow their capability and capacity for the digital economy. She manages the Designing and Managing Products and Platform certificate under the stackable Masters of Technology Programme and the Platforms as a Business course. She mentors and advises internship teams on their industry capstone projects, applying the classroom lessons to real-life problems. She has over 30 years of experience in project delivery and management in public sector and vendor organization; in defence, supply chain, MRO, Finance and education domains. She is a certified Blackblot Product Management Professional, Certified Scrum Master, PMP and CITPM.

### Educational Qualifications/Professional Certifications

- WDA Advanced Certificate in Training and Assessment, 2012
- Project Management Professional (PMP), PMI, 2011
- Certified P3O (Portfolio, Programme and Project Office) Practitioner, 2011
- Certified IT Project Manager (CITPM, Senior), SCS, 2010
- Certified SCRUM Master (CSM), SCRUM Alliance, 2010
- Certified SAP Architect ERP – Integration of Business Progresses with mySAP ERP, 2009
- Graduate Diploma in Leading and Sustaining Change, Civil Service Institute, 2005
- Post Graduate Diploma in Systems Analysis, Institute of Systems Science, National University of Singapore, 1987
- Bachelor of Business Administration, National University of Singapore, 1985

## Academic and Professional Experience

- Principle lecturer/consultant – products and platforms practice

ISS appointments

- TMS acquisition and advisory for
- IT Steering Committee
- Singapore Computer Society, member of Project Management Chapter, 2018 - 2019
- Board of examiners, Singapore Computer Society (SCS) Certification in IT Project Management (CITPM), 2014 – 2018
- Project Director, NCS 2006 to 2008
- Divisional Manager and Head of Competency Unit, DSTA, 2001 to 2005
- Programme Manager, Systems and Computer Organization, 1987 to 2000

## Membership and Professional Activities

- Expert external assessor for DSTA competency 2015 to 2018
- Member of Project Management Institute (PMI)
- Member of Singapore Computer Society (SCS)

## Research Interests

- Product and platform Management
- Change management

## Selected Publications

- Singapore Computer Society Certification in IT Project Management (CITPM) Body of Knowledge (4th Edition), March 2015. Co-Writer.

## Courses

Courses (current)

- Master of Technology in Digital Leadership –Mastering Digital Architecture
- Master of Technology in IT leadership – Managing Stakeholders in the Ecosystem
- Master of Technology in Software Engineering – Software Project Management
- Master of Technology in Software Engineering (Stackable)
- Graduate Certificate in Designing and Managing Products and Platforms
- Architecting Platforms as a Business
- NUS Graduate Diploma in Systems Analysis (SF)
- NUS-ISS certificate in Digital Solutions Development – Design (SF)
- NUS Graduate Diploma in System Analysis – Capstone and Internship

- NICF- Product thinking for Organisations

## What I Teach

ARTIFICIAL INTELLIGENCE

**NICF- Business Analysis for Agile Practitioners**

ARTIFICIAL INTELLIGENCE

**Vision Systems**

ARTIFICIAL INTELLIGENCE

**Intelligent Process Automation**

DIGITAL PRODUCTS & PLATFORMS

**Product Thinking for Organisations**

DIGITAL PRODUCTS & PLATFORMS

**Strategic Product Market Fit**

DIGITAL PRODUCTS & PLATFORMS

**Architecting Platforms as a Business**

SOFTWARE SYSTEMS

**NUS Certificate in Digital Solutions Development – Design**

**SOFTWARE SYSTEMS**

## **NUS Graduate Diploma in Systems Analysis**

**DIGITAL PRODUCTS & PLATFORMS**

## **Managing Digital Products**

**DIGITAL PRODUCTS & PLATFORMS**

## **Digital Product Management Bootcamp**

**DIGITAL PRODUCTS & PLATFORMS**

## **Managing Digital Products**

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